

Market: Lake Charles  
Vendor: KPLC  
Station Rep: Stephanie Comeaux-Gill  
Phone: (337) 437-7521  
Email: [scomeaux@kplctv.com](mailto:scomeaux@kplctv.com)  
Campaign Remarks:

**Mary Werner**  
 Campaign: MW 10.10-11.8  
 Flight Dates: 10/10/2016 to 11/08/2016  
 Contract No: 1550117165  
 Rev. No: 1

Wer O

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07
1	MTWRF	1000P-1030P	/30	KPLC	10P KPLC News	405.00 5670.00	3	3	3	4	1
	Comments: 0										
2	Su	1030P-1130P	/30	KPLC	10P KPLC Sunday Late News	280.00 840.00	0	1	1	1	0
	Comments: 0										
3	Sa	1000P-1030P	/30	KPLC	10P Saturday KPLC Late News	280.00 840.00	0	1	1	1	0
	Comments: 0										
4	MTWRF	0530A-0700A	/30	KPLC	5:30A KPLC News Sunrise	165.00 2970.00	4	4	4	4	2
	Comments: 0										
5	MTWRF	0500A-0530A	/30	KPLC	5A KPLC News Sunrise	85.00 1530.00	4	4	4	4	2
	Comments: 0										
6	MTWRF	0500P-0530P	/30	KPLC	5P KPLC News	250.00 4250.00	4	4	4	4	1
	Comments: 0										
7	MTWRF	0600P-0630P	/30	KPLC	6P KPLC News	405.00 6885.00	4	4	4	4	1
	Comments: 0										

Wern 10.10 - 11.08

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07
8	MTWRF	1230P-0130P	/30	KPLC	Days Of Our Lives	100.00 600.00	0	2	2	2	0
	Comments:	0									
9	MTWRF	0300P-0400P	/30	KPLC	Ellen	50.00 350.00	0	2	2	2	1
	Comments:	0									
10	MTWRF	0630P-0700P	/30	KPLC	Entertainment Tonight	305.00 2135.00	0	2	2	2	1
	Comments:	0									
11	Su	0800A-0900A	/30	KPLC	Meet The Press	190.00 570.00	0	1	1	1	0
	Comments:	0									
12	MTWRF	1200P-1230P	/30	KPLC	KPLC News at Noon	115.00 1725.00	3	3	3	4	2
	Comments:	0									
13	MTWRF	0700A-0900A	/30	KPLC	The Today Show 1	140.00 1680.00	0	3	3	4	2
	Comments:	0									
14	MTWRF	0900A-1000A	/30	KPLC	The Today Show 2	65.00 520.00	0	2	2	3	2
	Comments:	0									
15	MTWRF	1000A-1100A	/30	KPLC	The Today Show 3	40.00 320.00	0	2	2	3	2
	Comments:	0									
16	MTWRF	0200P-0300P	/0	KPLC	Harry	350 50.00 350.00	0	2	2	2	1
	Comments:	0									
							22	40	40	43	18

Month	Spots	Gross	Net
Oct-2016	102	\$20,320.00	\$17,272.00
Nov-2016	61	\$10,915.00	\$9,277.75
Totals	163	\$31,235.00	\$26,549.75

Comments:  
Thank you!

Traffic:  
Will be sent to Stephanie and Sheila via email before flight begins.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Arsement Media Group**  
104 Live Oak Drive  
Lafayette, LA 70503  
(337) 501-9900

**Buyer**  
Kalyn Simon  
kalyn@arsementmedia.com  
(337) 849-3251



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPLC - Lake Charles, LA	<b>Date:</b> September 27, 2016
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I, Arsement Media Group,  
 being/on behalf of: Mary Werner,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Public Service Commissioner - District 4  
 in the Primary  
 election to be held on: November 8, 2016  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please see schedule.					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

The Campaign to Elect Mary Werner for PSC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Donna Williams

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

September 27, 2016

**Date**

*KSimm*

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

*Stephanie Gill*

**Signature**

*Stephanie Gill*

**Printed Name**

*National Sales Coord.*

**Title**



**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

[www.kplctv.com](http://www.kplctv.com)

And:

**Arsement Media Group**  
**Attention: Jared Arsement**  
**104 Live Oak Drive**  
**Lafayette, LA 70503**

<b>Contract / Revision</b> Wer01 /		<b>Alt Order #</b>
<b>Product</b> Public Service		
<b>Contract Dates</b> 10/10/16 - 11/08/16		<b>Estimate #</b>
<b>Advertiser</b> POL/Werner, Mary/Public Service Commissi		<b>Original Date / Revision</b> 10/03/16 / 10/03/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Political/Local Politica	<b>Sales Office</b> KPLC
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b> 9916653	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	10/10/16	11/07/16	7News Nightcast	10-1035pm		:30				NM	14	\$5,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				3	\$405.00				
Week:		10/17/16	10/23/16	MTWTF--				3	\$405.00				
Week:		10/24/16	10/30/16	MTWTF--				3	\$405.00				
Week:		10/31/16	11/06/16	MTWTF--				4	\$405.00				
Week:		11/07/16	11/13/16	M-----				1	\$405.00				
N 2	KPLC	10/17/16	11/06/16	Late News Following NFL	1015-1045p		:30				NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$280.00				
Week:		10/24/16	10/30/16	-----S				1	\$280.00				
Week:		10/31/16	11/06/16	-----S				1	\$280.00				
N 3	KPLC	10/17/16	11/06/16	7News Nightcast Saturday	10-1030p		:30				NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$280.00				
Week:		10/24/16	10/30/16	-----S-				1	\$280.00				
Week:		10/31/16	11/06/16	-----S-				1	\$280.00				
N 4	KPLC	10/10/16	11/08/16	7News Sunrise	530-7am		:30				NM	18	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				4	\$165.00				
Week:		10/17/16	10/23/16	MTWTF--				4	\$165.00				
Week:		10/24/16	10/30/16	MTWTF--				4	\$165.00				
Week:		10/31/16	11/06/16	MTWTF--				4	\$165.00				
Week:		11/07/16	11/13/16	MT-----				2	\$165.00				
N 5	KPLC	10/10/16	11/08/16	7News Early Sunrise	5-530am		:30				NM	18	\$1,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				4	\$85.00				
Week:		10/17/16	10/23/16	MTWTF--				4	\$85.00				
Week:		10/24/16	10/30/16	MTWTF--				4	\$85.00				
Week:		10/31/16	11/06/16	MTWTF--				4	\$85.00				
Week:		11/07/16	11/13/16	MT-----				2	\$85.00				

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

<u>Contract / Revision</u> Wer01 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/10/16 - 11/08/16	<u>Product</u> Public Service	<u>Estimate #</u>
<u>Advertiser</u> POL/Werner, Mary/Public		<u>Original Date / Revision</u> 10/03/16 / 10/03/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 6	KPLC	10/10/16	11/07/16	Live at Five	5-530pm		:30				NM	17	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	MTWTF--				4	\$250.00				
	Week:	10/17/16	10/23/16	MTWTF--				4	\$250.00				
	Week:	10/24/16	10/30/16	MTWTF--				4	\$250.00				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$250.00				
	Week:	11/07/16	11/13/16	M-----				1	\$250.00				
N 7	KPLC	10/10/16	11/07/16	7News at Six	559-630pm		:30				NM	17	\$6,885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	MTWTF--				4	\$405.00				
	Week:	10/17/16	10/23/16	MTWTF--				4	\$405.00				
	Week:	10/24/16	10/30/16	MTWTF--				4	\$405.00				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$405.00				
	Week:	11/07/16	11/13/16	M-----				1	\$405.00				
N 8	KPLC	10/17/16	11/06/16	Days of Our Lives	1230-130pm		:30				NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				2	\$100.00				
	Week:	10/24/16	10/30/16	MTWTF--				2	\$100.00				
	Week:	10/31/16	11/06/16	MTWTF--				2	\$100.00				
N 9	KPLC	10/17/16	11/07/16	SYN M-F 3-4p	3-4p		:30				NM	7	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				2	\$50.00				
	Week:	10/24/16	10/30/16	MTWTF--				2	\$50.00				
	Week:	10/31/16	11/06/16	MTWTF--				2	\$50.00				
	Week:	11/07/16	11/13/16	M-----				1	\$50.00				
N 10	KPLC	10/17/16	11/07/16	Entertainment Tonight	630-7p		:30				NM	7	\$2,135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				2	\$305.00				
	Week:	10/24/16	10/30/16	MTWTF--				2	\$305.00				
	Week:	10/31/16	11/06/16	MTWTF--				2	\$305.00				
	Week:	11/07/16	11/13/16	M-----				1	\$305.00				
N 11	KPLC	10/17/16	11/06/16	NBC Meet The Press	8-9am		:30				NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----S				1	\$190.00				
	Week:	10/24/16	10/30/16	-----S				1	\$190.00				
	Week:	10/31/16	11/06/16	-----S				1	\$190.00				
N 12	KPLC	10/10/16	11/08/16	7News at Noon	12-1230p		:30				NM	15	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/10/16	10/16/16	MTWTF--				3	\$115.00				
	Week:	10/17/16	10/23/16	MTWTF--				3	\$115.00				
	Week:	10/24/16	10/30/16	MTWTF--				3	\$115.00				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$115.00				
	Week:	11/07/16	11/13/16	MT-----				2	\$115.00				
N 13	KPLC	10/17/16	11/08/16	NBC Today Show	7-9am		:30				NM	12	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	MTWTF--				3	\$140.00				
	Week:	10/24/16	10/30/16	MTWTF--				3	\$140.00				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$140.00				

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<u>Contract Dates</u> 10/10/16 - 11/08/16	<u>Product</u> Public Service	<u>Estimate #</u>
<u>Advertiser</u> POL/Werner, Mary/Public		<u>Original Date / Revision</u> 10/03/16 / 10/03/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	MT-----				2	\$140.00				
N 14	KPLC	10/17/16	11/08/16	Today Show II	9-10am		:30				NM	9	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--				2	\$65.00				
Week:		10/24/16	10/30/16	MTWTF--				2	\$65.00				
Week:		10/31/16	11/06/16	MTWTF--				3	\$65.00				
Week:		11/07/16	11/13/16	MT-----				2	\$65.00				
N 15	KPLC	10/17/16	11/08/16	Today Show III	10-11am		:30				NM	9	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--				2	\$40.00				
Week:		10/24/16	10/30/16	MTWTF--				2	\$40.00				
Week:		10/31/16	11/06/16	MTWTF--				3	\$40.00				
Week:		11/07/16	11/13/16	MT-----				2	\$40.00				
N 16	KPLC	10/17/16	11/07/16	M-F 2-3p	2-3p		:30				NM	7	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--				2	\$35.00				
Week:		10/24/16	10/30/16	MTWTF--				2	\$35.00				
Week:		10/31/16	11/06/16	MTWTF--				2	\$35.00				
Week:		11/07/16	11/13/16	M-----				1	\$35.00				
					Totals			0.00				165	\$31,235.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	102	\$20,260.00	(\$3,039.00)	\$17,221.00
10/31/16 - 11/08/16	63	\$10,975.00	(\$1,646.25)	\$9,328.75
<b>Totals</b>	165	\$31,235.00	(\$4,685.25)	\$26,549.75

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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